

WEST BRANCH TIMES.

VOL. LIII

WEST BRANCH, IOWA, THURSDAY, NOVEMBER 8, 1928

No. 6

WEST BRANCH IS PROUD

Herbert Hoover, Son of Iowa, Our Next President

HOME BOY HONORED

Wins Election By the Largest Electoral Vote Ever Cast

CITIZENS PREPARE TO CELEBRATE

Birthplace Precinct Gives Hoover An Overwhelming Majority On Election Day.

Herbert Hoover has been elected President of the United States by a very large majority.

We appreciate, very deeply, the honor which his election brings to West Branch, his birthplace.

Especially do we feel a great pride in the clean and lofty ideals which have governed his campaign. At no time have we found occasion to be ashamed of any act or utterance of Herbert Hoover during the weeks of his strenuous campaign, now closed. As a community we feel an added responsibility to do our part to assist him in the important task ahead, and to make him and all America proud of the town which produced him.

The election of Herbert Hoover brings to the presidency a new type of man, a westerner, a Quaker and an engineer, and a humanitarian who thinks in world terms an altruist.

one today in favor of its native son over Gov. Al. E. Smith," he read from an Associated Press dispatch. "The vote was Hoover 528; Smith 45."

"Would you like to keep that?" he asked the nominee.

Hoover's "yes" in reply was not much more than audible but the sudden new depth in his tone, the quick gesture with which he took the typed sheet and folding it, tucked it into his pocket, his quiet, reminiscent smile, recalled in a flash a hundred thoughts and memories of the tiny settlement in green Iowa corn fields, where he spent his boyhood. His homestead Quaker mother who taught there her lesson of life and tolerance; the 25,000 people, who gathered there two months ago to hear him pledge his faith in his ability to promote American farming on an economic equality with the country's other great industries; his loyalty to those Quakers



HOLD CELEBRATION

West Branch Stages Celebration In Honor of Election

GOV. HANNAMILL SPEAKS

Lieut. Gov. McFarlane, Congressman Cole and Other Notables Assist On Program.

West Branch continued to "whoop 'er up for Hoover" in a celebration to which the neighboring towns came in a body and participated with gusto, Thursday.

Celebrating the election of Herbert Hoover, Iowa's first president, a victory jubilee was staged, beginning at 10:00 a. m., when bands were exploded and a riot of noise expressed the pride of his birthplace in the honor which came to Herbert Hoover.

Governor John Hannamill was present, addressing the school children at 11 o'clock on the subject of "Playing the Game." The neighboring rural schools were adjourned and the pupils came to hear the governor of Iowa give an address which they will long remember. Hon. Cyrus Cole also spoke briefly of Hoover's rise from his humble boyhood at West Branch to the highest office in a world.

and led the crowd in singing the Iowa corn song. The singers were Paul Ray, H. R. Green, Jack Anderson, Dave Turner, Dr. Nuglen and Harold Reeves.

Congressman Cyrus Cole paid a tribute to the man who went from "West Branch to the White House."

The principal address of the occasion was made by Gov. John Hannamill. His theme was the "High standard of

Leveraging Historic Assets

The Team



Thea Clennon



Seth Dickinson



Will Harter

A special thank you to...

Project Partners: Adam Kofoed, Erin Laughlin, and Jessi Simon

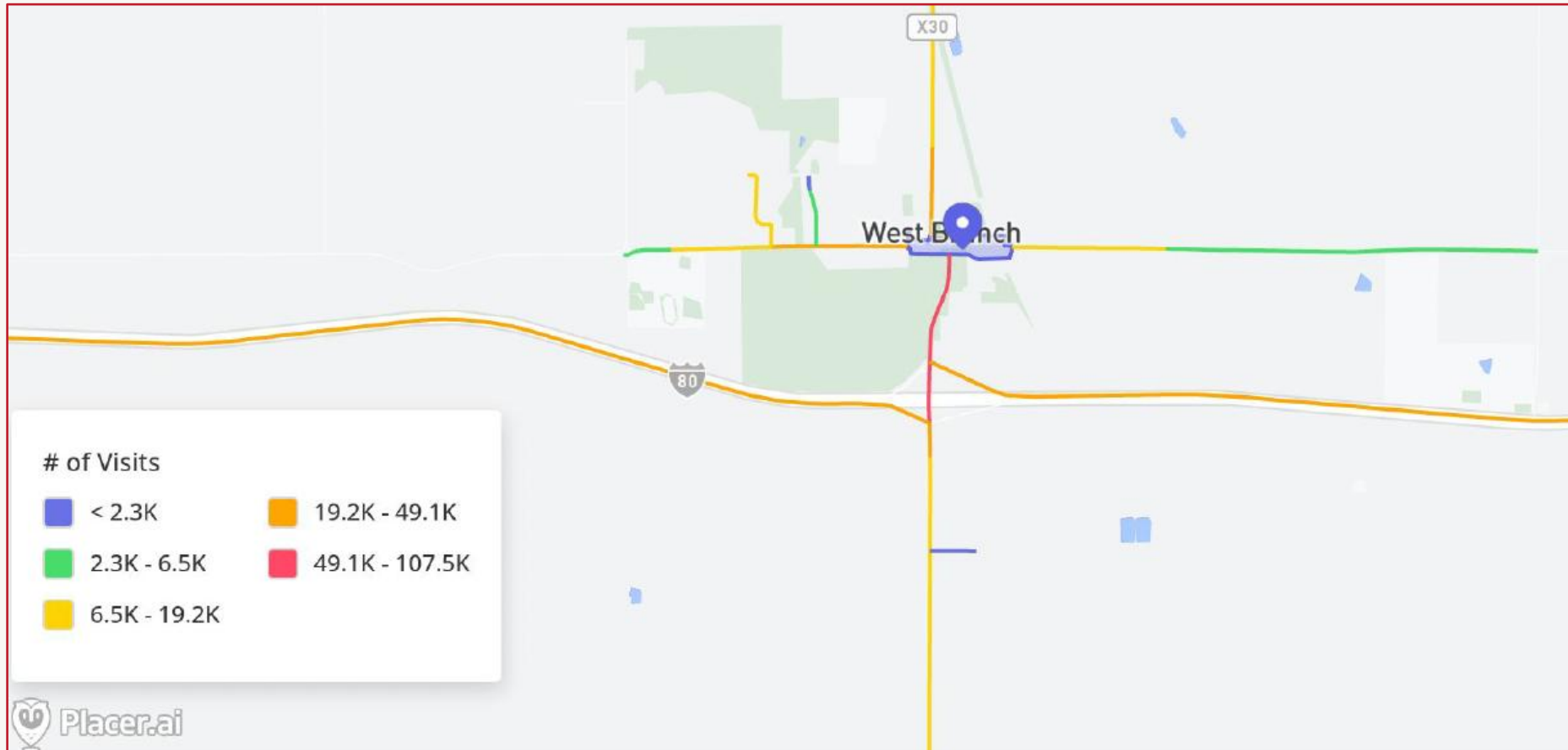
Historic Preservation Commission: Dana Gafeller, Lou Picek, John Fuller, Liz Seiberling, and Peggy Herman

State Historic Preservation Office: Allison Archambo

Advisors: Carrie Schuettpelz, Ashley Laux, and Travis Kraus

The Issue

West Branch, Iowa is home to the Herbert Hoover National Historic Site, attracting **18,273 visitors in 2024**. Visits to that site, however, have not resulted in high levels of tourism to historic Main Street. This project aims to preserve West Branch's rich history while leveraging it for community and economic vitality.



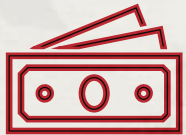
Why This Matters



14 Presidential Library and Museum Sites



85% of respondents agree with statement →



\$13,407: Average 2025 Certified Local Government (CLG) grant



2 or 3 times more visitors to Hoover Site

Growth Vision Scenario
Historic Homestead:
Emphasizes historical
roots and invests in
Main Street to become
a cultural destination
for festival and events

Three Deliverables



ORDINANCE

AN ORDINANCE ESTABLISHING A HISTORIC PRESERVATION COMMISSION FOR THE CITY OF WEST BRANCH, IOWA; PROVIDING FOR THE RECOGNITION AND PROMOTION OF HISTORIC SITES AND DEFINING POWERS AND DUTIES OF THE COMMISSION.

BE IT ORDAINED BY THE CITY COUNCIL OF WEST BRANCH

Section 1: Purpose and Intent

The purpose of this ordinance is to:

- Promote the educational, cultural, economic and general welfare of the public through the recognition, enhancement, and perpetuation of sites and districts of historical and cultural significance;
- Safeguard the City's historic, aesthetic, and cultural heritage by preserving sites and districts of historic and cultural significance;
- Stabilize and improve property values;
- Foster pride in the legacy of beauty and achievements of the past;
- Protect and enhance the City's attractions to tourists and visitors and the support and stimulus to business thereby provided;
- Strengthen the economy of the City;
- Promote the use of sites and districts of historic and cultural significance as places for the education, pleasure, and welfare of the people of the City.

Section 2: Definitions

- Commission. The **West Branch** Historic Preservation Commission, as established by this ordinance.
- Historic District. An area which contains a significant portion of sites including archaeological sites, buildings, structures, objects and/or other improvements which, considered as a whole, possesses integrity of location, design, setting, materials, workmanship, feeling, and association, and
 - embodies the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or that possesses high artistic values, or
 - that represents a significant and distinguishable entity whose components may lack individual distinction; or
 - is associated with events that have made significant contributions to the broad patterns of our local, state or national history; or
 - possesses a coherent and distinctive visual character or integrity based upon similarity of scale, design, color, setting, workmanship, materials, or combinations thereof, which is deemed to add significantly to the value and attractiveness of properties within such area; or
 - is associated with the lives of persons significant in our past; or
 - has yielded, or may be likely to yield, information important in prehistory or history.

IOWA DEPARTMENT OF CULTURAL AFFAIRS
STATE HISTORICAL BUILDING • 600 E. LOCUST ST. • DES MOINES, IA 50319 • IOWACULTURE.GOV

WAYFINDING PLAN FOR WEST BRANCH, IOWA



Historic Preservation Plan

1. Executive Summary
2. Introduction
3. History of West Branch
4. Historic Resources
5. Preservation Policies
6. Goals and Strategies



Peer Communities

Selection Criteria

1. Population under 10,000
2. Midwest
3. Historic Significance

Five Peer Communities

1. Abilene, Kansas
2. Deadwood, South Dakota
3. Galena, Illinois
4. Kalona, Iowa
5. Winterset, Iowa



1. Historic Passport: Deadwood, SD
2. Public Art: Abilene, KS
3. Bus Tours: Winterset, IA
4. Outdoor Activities: Galena, IL
5. Tour Guides: Kalona, IA

Goal 1: Identify, Protect, and Preserve the Integrity of West Branch's Historic Assets



Identify and Protect West Branch's Historically Significant Properties



Pursue Funding to Support Preservation and Revitalization Efforts



Build Preservation Capacity Among Commission Members and City Staff



Goal 2: Increase Public Education and Awareness of West Branch's History and Historic Resources



Develop and Expand Historic Preservation Educational Programming



Improve Public Access to Historic Preservation Information and Documentation



Archive Historic Preservation Materials and Community History Records



Develop Local Internship and Volunteer Opportunities in Historic Preservation



Goal 3: Promote West Branch's History to Sustain and Strengthen Economic Vitality



Explore Opportunities to Update West Branch's Historic Preservation District



Implement a Wayfinding Plan to Connect the Hoover Historic Site and West Branch's Historic Preservation District



Collaborate with Local Partners to Promote West Branch's Historic Preservation District



Utilizing CLG Status

- Benefits
 - Training and Technical Assistance
 - Networking
 - Grants
- Sample Grant Awards
 - Red Oak: \$15,000
 - Benton County: \$1,206
 - Des Moines: \$20,000



Hoover Medallion Homes

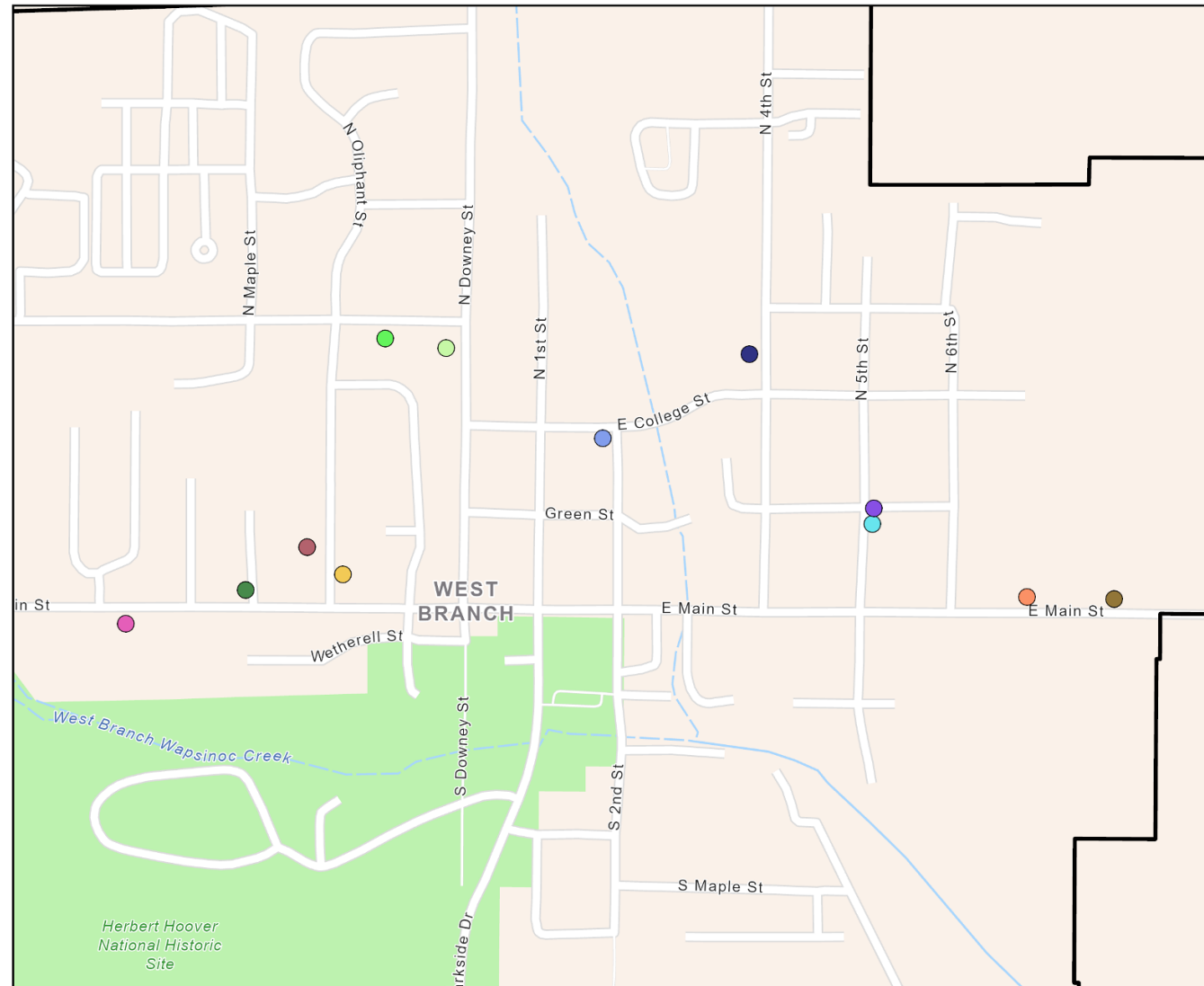


Legend

Address

- 120 N. Oliphant
- 126 W. Orange
- 127 N. Fifth
- 133 N. Fifth
- 137 W. Main Street
- 224 N. Second
- 301 W. Main Street
- 310 N. Fourth
- 328 N. Downey
- 336 W. Main Street
- 623 E Main St.
- 645 E. Main St.

 City of West Branch, Iowa Boundaries



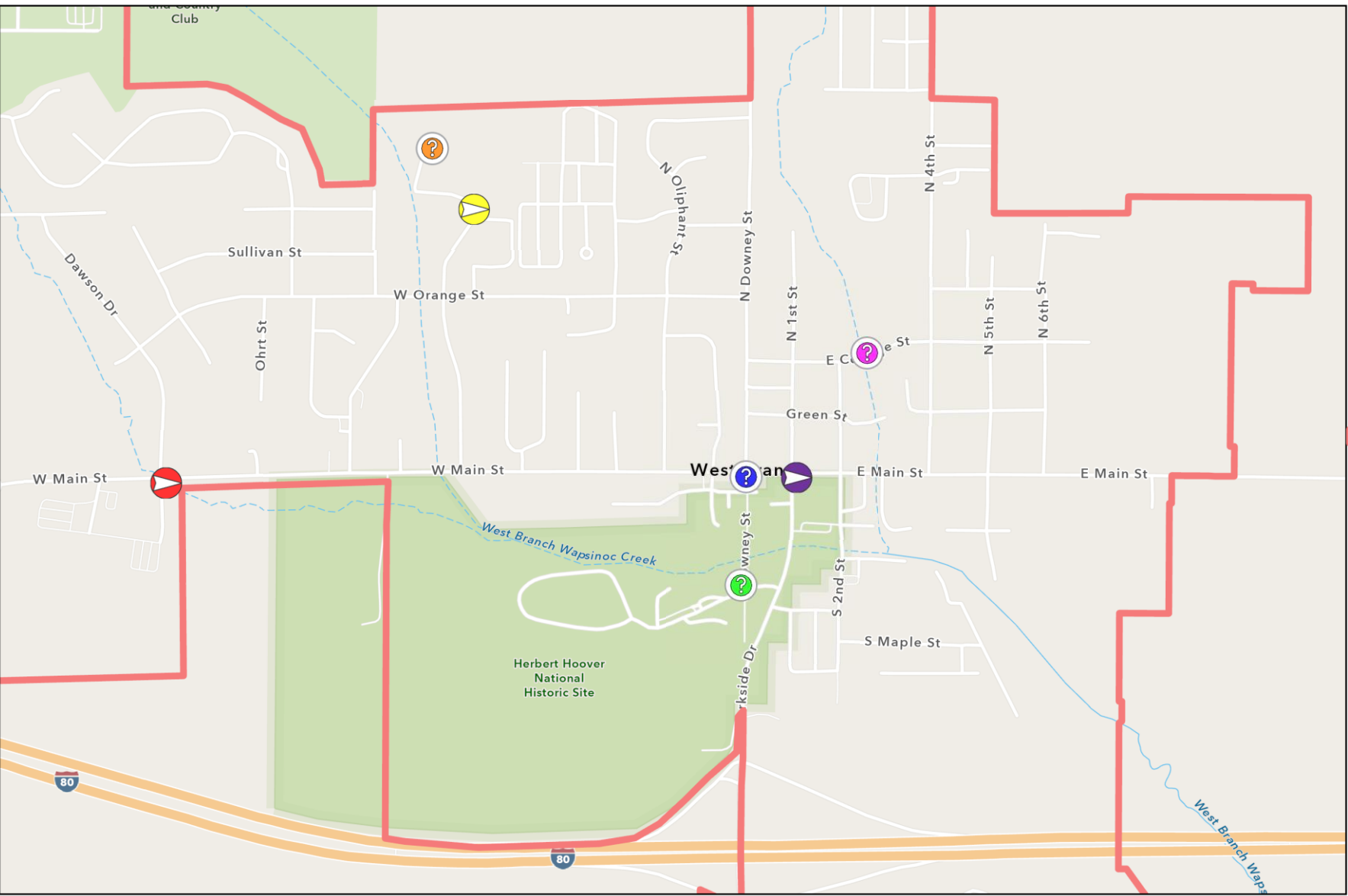
0 0.25 0.5 1 Miles

Credits: Esri Community Maps Contributors, Iowa DNR, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA USGS, EPA, NPS, US Census Bureau, USDA, USFWS

Developing a Wayfinding System



Wayfinding Proposal Points: Directional Signs and Awareness Maps



N
Legend

- High School: Directional Sign
- Cubby Park: Awareness Map
- Cubby Park: Directional Sign
- Hoover Site: Awareness Map & Directional Sign
- Heritage Square: Awareness Map
- Main Street: Directional Sign
- Hoover Trail: Awareness Sign & Directional Sign
- City of West Branch Boundaries

Credits:
Esri Community Maps
Contributors, Iowa DNR, Esri,
TomTom, Garmin, SafeGraph,
GeoTechnologies, Inc, METI/
NASA, USGS, EPA, NPS, US
Census Bureau, USDA, USFWS

Thank You! Any Questions?

“Recreation grounds and natural museums are as necessary to advancing our civilization as are wheat fields and factories.” – Herbert Hoover

Summary

1. The Issue at Hand
2. Why Historic Assets Matter
3. Historic Preservation Plan
 1. Peer Communities
 2. Goals and Actions
4. Utilizing CLG Status
5. Developing a Wayfinding System